

Getting Ready for Promotion: Promotion Basics

N.C. Department of Commerce, NC Main Street & Rural Planning Center, Sherry Adams, CMSM,
Coordinator, Downtown Programming & Technical Assistance NCMS & Rural Planning Center

Reminder

- The **Downtown Associate Community program** is the **process** that a community goes through for **up to three years** in order to **become a designated NC Main Street program**
- **NC Main Street and Rural Planning Center is:**
 - A program under the NC Department of Commerce
 - NC Main Street & Rural Planning Center is a division under
 - The Rural Economic Development Division
- **NC Main Street** is THE coordinating program of the National Main Street Center/Main Street America TM
 - Main Street America TM is a subsidiary of the National Trust for Historic Preservation
 - Therefore: all the work we promote is grounded in preservation as:
 - **Main Street is economic development within the context of Historic Preservation**

Promotion:



- Communicates your commercial district's unique characteristics, business establishments and activities to shoppers, investors, potential business and property owners and visitors.
- One tool in developing a comprehensive economic development strategy

<http://www.preservationnation.org/main-street/about-main-street/the-approach>



West Jefferson/ Ashe County Cheese Factory

Promotion is selling a positive image of downtown based on authentic, creative, assets of the community.



Google™

Appalachian
STATE UNIVERSITY

GRAVITY
GAMES
A SIGNATURE EVENT OF THE NC SCIENCE FESTIVAL

SCIENCE
FESTIVAL
Presented by THE BRIDGES FOUNDATION



UNC
MOREHEAD PLANETARIUM
AND SCIENCE CENTER

CITY OF
Lenoir, NC

Promotion is business retention!

Promotions should be:

- Authentic
- Creative
- Market Driven
- Tied to your Economic Development Strategies



Three Types of Promotion:

- Image
- Special Events
- Retail



THE Cheerwine FESTIVAL
SALISBURY, NC

SATURDAY, MAY 18TH 12PM - 10PM

**MAIN STREET
DOWNTOWN SALISBURY**

FREE FAMILY-FRIENDLY EVENT

Enjoy great live music, delicious Southern food, a lively beer garden, craft vendors, and all the Cheerwine you can handle.

**MORE INFO AT:
cheerwinefest.com**

CITY OF SALISBURY, NC

Rutherfordton, NC

2016 Best Image Building Campaign



2016 Best Image Building Campaign

Rutherfordton Identifies New Brand:

- The Campaign began in 2013
- A marketing firm helped develop its new brand, **“A Minted Original”**
- The brand plays off the town’s history as location for the production of America’s first \$1 gold coin

Rutherfordton Develops Tag Line:

- **“Your Adventure Begins Here,”** was developed to promote the town’s heritage, trails and other outdoor offerings

Rutherfordton Begins to Build the Brand:

- The town website was updated
- Two new marketing websites were developed – 1. For Tourism, 2. For Rutherfordton Trails
- Downtown directional maps were created to help visitors find businesses
- A local marketing firm helped promote all of the elements of the campaign through social, print and news media

2016 Best Image Building Campaign



Rutherfordton
NORTH CAROLINA



Rutherfordton
A MINTED ORIGINAL



Rutherfordton
NORTH CAROLINA



Rutherfordton
A MINTED ORIGINAL



2016 Best Image Building Campaign

Did You Know?

The first \$1 gold coin was minted in Rutherfordton over 17 years before the U.S. Mint made one of its own



For more trivia go to www.MyRutherfordton.com

Did You Know?

At one time the Bechtler Mint produced more currency than the U.S. Mint




Visit the Bechtler House today in Historic Downtown Rutherfordton!

Did You Know?

You can plan your visit online at MyRutherfordton.com

Trails, Events, Shopping & More!



Did You Know?

Kids can play inside a giant bubble and ride on a fire truck all at the same place



Find out more at MyRutherfordton.com

Visit KidSenses Children's Museum today!

Did You Know?

Rutherfordton is a Day Tripper's **DREAM!**

There are over **30** attractions within an hour drive!

Did we mention we have excellent lodging rates?



Plan your stay at: MyRutherfordton.com

74W Bypass to Hwy 221N

Did You Know?

Rutherfordton is located in the Thermal Belt, an area known for its 4 distinct seasons and moderate temperatures.

YOU'RE BEAUTIFUL

Visit the small town with a big impact.



www.MyRutherfordton.com

Did You Know?

At one time the Bechtler Mint produced more gold coins than the U.S. Mint.

GOLD DIGGERS

Visit the small town with a big impact.



www.MyRutherfordton.com

Did You Know?

The Overmountain Men marched through Rutherfordton on their way to the battle of King's Mountain.

WALK THIS WAY

Visit the small town with a big impact.



www.MyRutherfordton.com

Did You Know?

In 1796 a surveyor to the area referred to Rutherford County as "...a land of milk and honey."

I'LL BE YOUR HONEY BEE

Visit the small town with a big impact.



www.MyRutherfordton.com

Did You Know?

Each year visitors to the area decide to relocate because they fall in love with the scenery and small town friendliness.

BUST A MOVE

Visit the small town with a big impact.



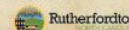
www.MyRutherfordton.com

Did You Know?

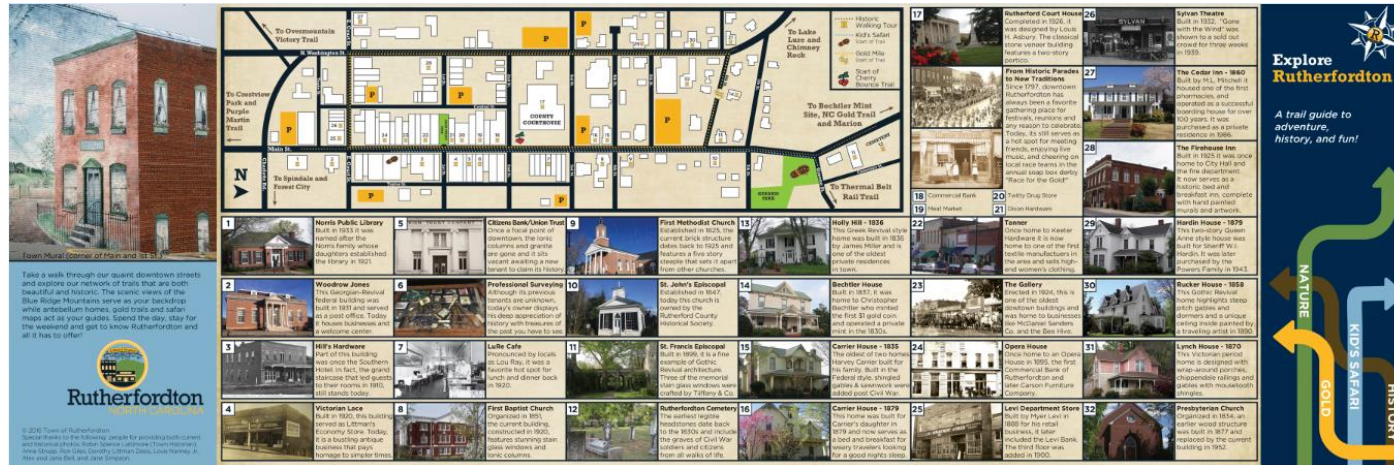
For centuries Rutherfordton has been attracting travelers from far and wide. Its ideal temperatures, rich history and scenic landscapes make an irresistible destination that keeps visitors coming back year after year with many deciding to relocate and call it home. "There's something about the simplicity of small town living that is comforting to the soul," remarked one resident.

Are you looking for a place to escape from the hustle and bustle of everyday life? A place to unwind and enjoy the natural beauty of the mountains or the peacefulness of a sunset? If so, then Rutherfordton is the answer.

Visit Rutherfordton today and find out for yourself why it is truly a "Minted Original" and a favorite destination of travelers for more than 225 years.



2016 Best Image Building Campaign



Clinton, NC

2015 Best Image Building Campaign



2015 Best Image Building Campaign

Clinton Builds New Brand Around Community History and Public Art:

- In 2009, the Sampson County Arts Council and the City of Clinton appointed a Public Art Project Committee
- The Committee was tasked with developing a plan for Sampson County's first public art project
- In 2010, the committee selected artist Heidi Lippman and landscape architect Kofi Boone, to study the community and its history

Unique History Became Focal Point:

- Prior to 1900 there were at least 200 mills in Sampson County
- In the pre-Revolutionary era, John Sampson, Sampson County's namesake, owned a gristmill along the Beaver Dam Branch
- A town that would become Clinton began to grow around John Sampson's Gristmill

Public Art Was Born:

- The team proposed a glass art installation as the centerpiece for a new park in the historic downtown district
- In 2011, Lippman received a commission to create the art piece **"Milling Around"**

2015 Best Image Building Campaign

The Result ... The artist created a multi layer glass art sculpture for downtown Clinton



2015 Best Image Building Campaign

Mill Around
DOWNTOWN
Clinton




Halloween
ON THE SQUARE

Goldsboro, NC

2015 Best Image Building Campaign



2015 Best Image Building Campaign

Call to Action Brand:

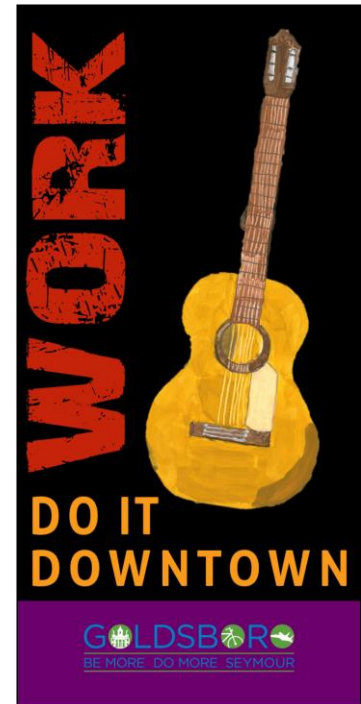
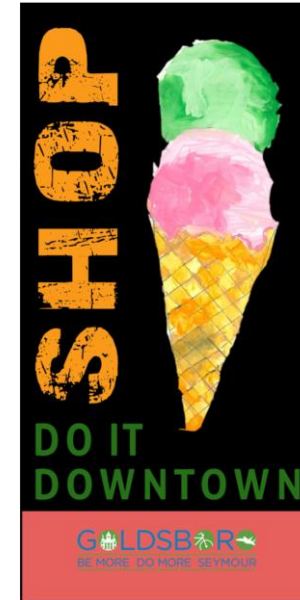
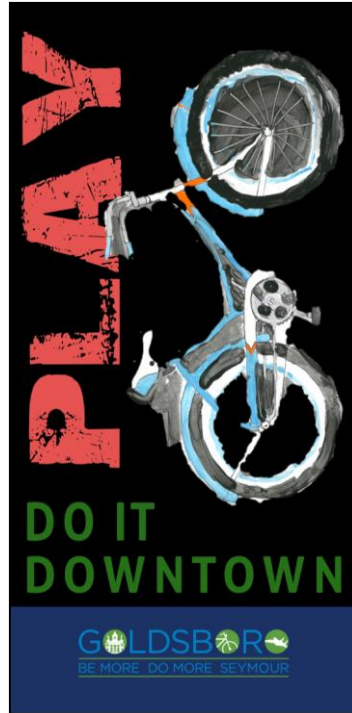
- Downtown Goldsboro has a sizable footprint with an urban feel
- It serves a wide diversity of people, needs and uses
- Downtown Goldsboro was looking for a “call to action” style brand that would evoke a sense of interest and excitement of what downtown Goldsboro has to offer
- The organization developed a slightly edgy marketing message, “Whatever You Do – Do It Downtown”



2015 Best Image Building Campaign



2015 Best Image Building Campaign





SPECIAL EVENTS

Authentic – Creative – Appropriate for the Market



Authenticity

- A special event is authentic when it is genuine for the community.
- Example – Hickory’s “Hickory Hops” celebrates the German heritage of the region.



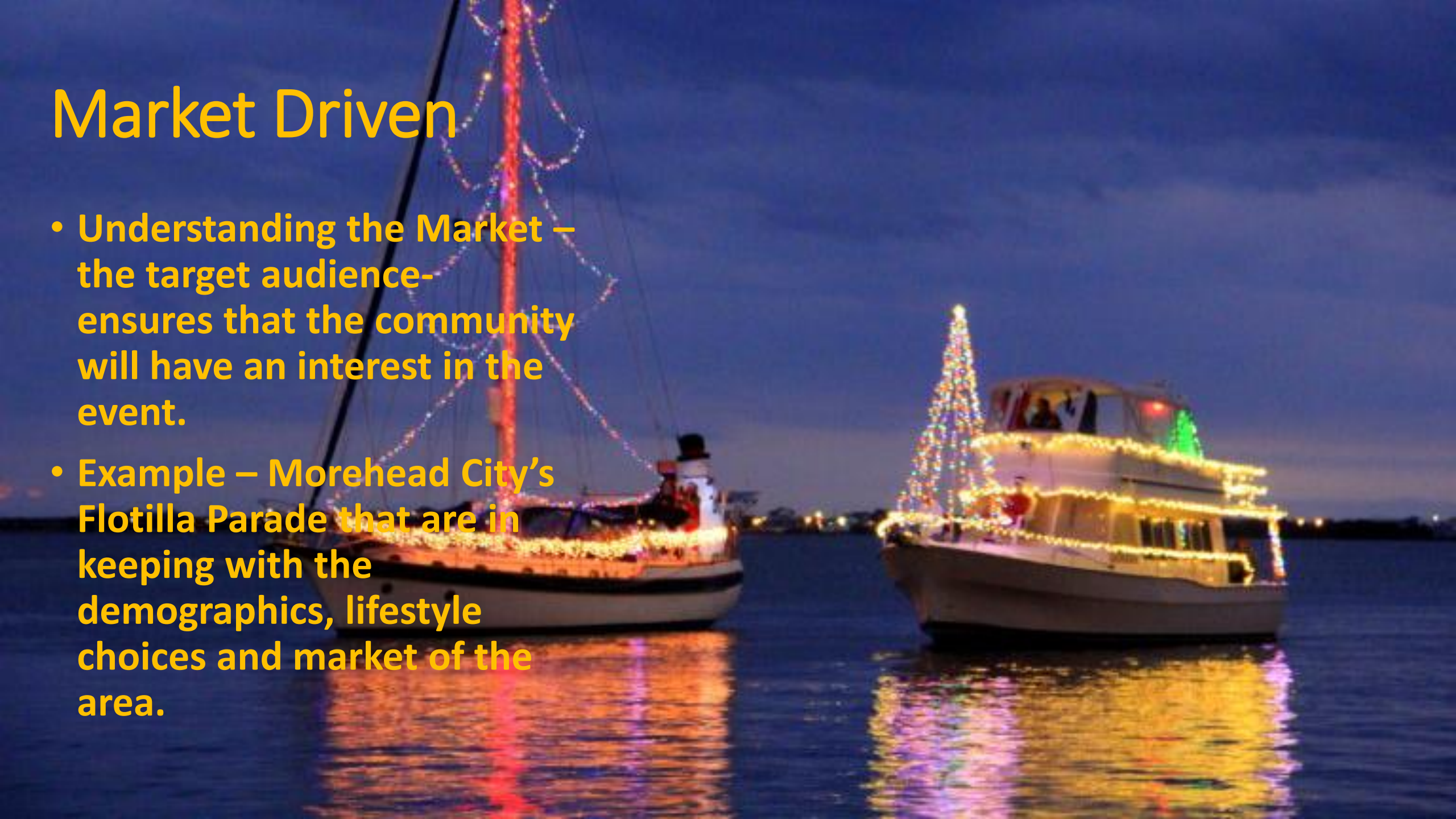
Creativity

- Creativity adds a “smile” factor
- Add something unique to your festival building interest and enthusiasm for participation



Market Driven

- Understanding the Market – the target audience- ensures that the community will have an interest in the event.
- Example – Morehead City's Flotilla Parade that are in keeping with the demographics, lifestyle choices and market of the area.



Creative, Authentic, Market Driven....and sometimes Fundraisers

- Hendersonville's Bear Footin': every year bears are sponsored, displayed from spring through October then auctioned raising additional funding for downtown projects – their Virtual Auction grossed over \$84,000 in 2020





3 Types of Special Events

- Community Heritage Events
- Special Holiday Events
- Social Events

Community Heritage Events

- These events enhance the unique cultures of the community, such as music, foods, dance, art, indigenous animals, etc.
- They extend the downtown vision and the downtown brand.
- Example:
 - Wilson's Whirligig Festival



Community Heritage Events

- Example:



Waynesville's Appalachian Lifestyle Celebration is a presentation of mountain music and dance, storytelling, arts, crafts, demonstrations and displays and foods of the NC mountains.





Community Heritage Events

MerleFest in Wilkesboro

A large crowd of people is gathered for a festival. In the background, there are colorful flower-shaped balloons in shades of purple, green, yellow, red, and blue. A large crowd of people is visible in the foreground and middle ground. In the background, there are buildings, including a prominent one with a clock tower. The sky is blue with white clouds. A red flag is visible on the right side of the image.

Community Heritage Events

Lexington's BBQ Festival. Tied to their vision statement which honors their BBQ heritage. Festival held uptown where Lexington BBQ originated.



Community Heritage Events

Example

Mount Airy's Fiddle Crawl that promotes the Old-Time music of Mount Airy and Surry County



Community Heritage Events

Bigfoot Festival in Marion



Community Heritage Events:

Cherry Bounce
Festival – Forest
City –
Moonshine
heritage

Ghost Walk

110th Anniversary of Nell Cropsey's Murder



Artwork by Justin Piccola

October 7 & 8, 2011 • 5:30 to 9:30 p.m.

2011 Headquarters:
The Center/Arts of the Albemarle, 516 E. Main Street

Tickets are \$12 (\$10 with Military ID), and are available at ...

Arts of the Albemarle • Muddy Waters (100 W. Main St.)
Page After Page (111 S. Water St.) • Puddleducks (406 S. Griffin St.)
Village Roaster (133 US 158, Camden).



For information call
1-888-936-7387

www.historicghostwalk.org



Community Heritage Events

- Example

Elizabeth City's Ghost Walk - Nell
Cropsey's Murder

Special Holiday Promotion



"A Night before Christmas"
MAIN STREET WAYNESVILLE

Saturday Evenings
December 5 & 12
6 to 9 p.m.

Shops, Galleries
& Restaurants
Open

Hundreds
of Luminaries

FEATURING:
SANTA * Poetry People * Carolers from area churches
Angie's Dance Academy * Land of Sky Barbershop Chorus
Haywood Community Band Ensemble
Lorraine Conard & Friends * Madison Horns
Grey Wolf Band * Live Nativity, Pinnacle Church
Jocelyn & Katelyn, violinists * Face Painting
FREE Horse Drawn Wagon Rides

Performers appearing on one or both evenings
Sorry, NO animals allowed at downtown events.

Sponsored By
Downtown Waynesville Association
(888) 456-3517 • downtownwaynesville.com



Waynesville
Christmas
PARADE

"A Smoky Mountain Christmas"

Dec 7th 6pm

Monday evening on Main Street

downtownwaynesville.com downtownwaynesville@charter.net 828.456.3517

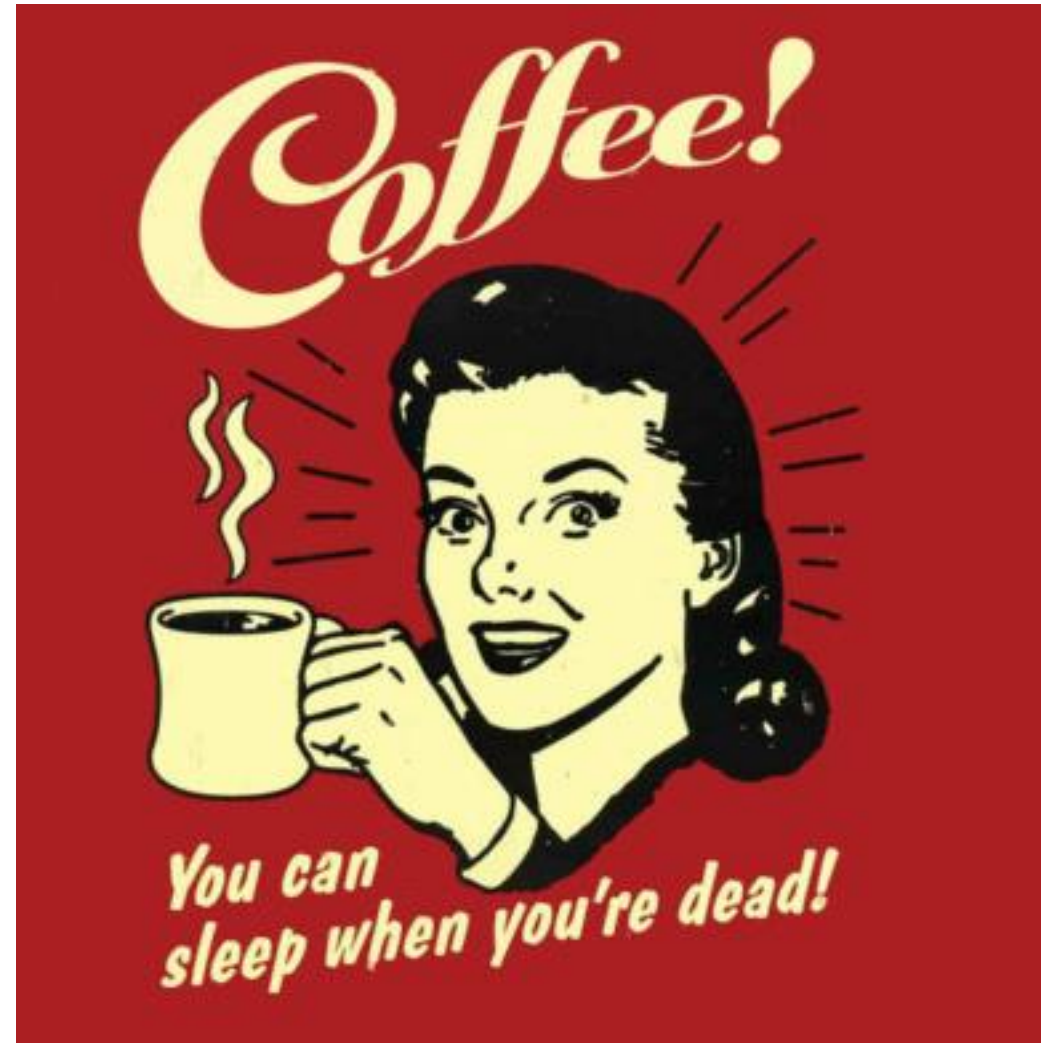
Example

Waynesville does a series of Mountain Christmas events

Special Holiday Promotion



National “Holiday” Promotions



Social Events

Mocksville offers one of the largest Classic Car Cruise-In's in the Piedmont Triangle



“A Symphony of Sights and Sounds

For three hours on a warm, Monday evening, the town square is transformed into a colorful, busy symphony of sight and sounds”.



Our Lives Are In Our
HOMES

Saluting our Main Street friends and neighbors on their impressive partnership of historic property, construction & interior design for Hendersonville's 2015 Designer Showcase!

Use your **MOBILE** to find prices, photos and information on any property in the MLS. On the top right corner of your screen, click:

NEARBY PROPERTIES

VISIT OUR REAL ESTATE DISCOVERY CENTER
512 NORTH MAIN STREET
828.697.0515

Beverly-Hanks & ASSOCIATES, REALTORS®
REAL ESTATE DISCOVERY CENTER

beverly-hanks.com

Historic Downtown Hendersonville's
Designer Showcase

Inspired

www.downtownhendersonville.org

Social Events that lead to Economic Development

- Example
Hendersonville's Designer Showcase

Social Events

Morehead City's
Chowder & Cheer



RETAIL EVENTS



Successful Retail Promotions:

- Creative/authentic
- Promote to the target audience
- Marketed Strategically
- Have a Return On Investment
 - Designed to make the cash registers ring



Play the Quay!

Retail Promotion

Cross



Niche



Cooperative



Not to be confused with special events

*Mount Airy:
Enhanced by arts,
entertainment,
local wine, and
our traditional
music roots
flavored with
authentic dining
experiences*



YOU'RE INVITED
to the
Fiddle Crawl Reveal
FRIDAY, MAY 1, 2015

**FREE
EVENT**

	<p>5:00 P.M. Meet the Artists at UnCorked! Music by Mountain Park Old-Time Band</p> <p>6:00 P.M. 10 New Fiddles are Revealed at The Historic Earle Theatre & on W.P.A.Q. 740 AM. Music from Mountain Park!</p>
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Belmont's Al Fresco Dinning – 2020 NC Main Street Retail Award Winning Promotion

Aberdeen's Bread Bowl Walking Tour

Strategy: Downtown is an uncommon collection of creative entrepreneurs.

PAGE D6

THE PILOT — SOUTHERN PINES, N.C.

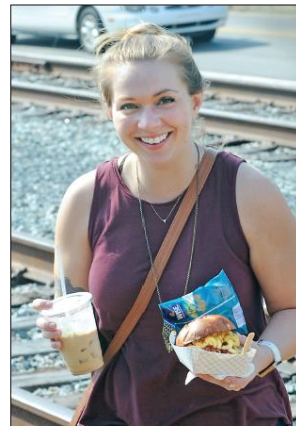
WEDNESDAY, NOVEMBER 8, 2017

Aberdeen Bread Bowl Walking Tour



Andrew and Bekah Bibb, above, cast their votes at the Aberdeen Holiday Open House and Bread Bowl Walking Tour on Saturday. The annual event is a friendly competition in which taste testers vote on their favorite bread bowl fillings. Samples of the fillings are found at downtown businesses. Right, Carol Rosenberg and Kathy Jones, of Military Moms food truck, watch two customers sample a cup of soup.

PHOTOS BY TED FITZGERALD/
The Pilot



From top: Jen Gallimore, Aberdeen's Downtown/Economic Development planner, grabs a sample; John Saavedra (right), of La Poblanita Mexican Cafe, chats with walking tour participants.

Downtown Aberdeen's HOLIDAY OPEN HOUSE

NOV
3&4

bread bowl walking tour

Saturday, November 4th | 12pm-4pm
Historic Downtown Aberdeen

Savor the
Flavor's of Local
Chefs from all over
Moore County

Wine &
Beverages
at
Select
Locations

Want to be a competitor?
Think you have a fabulous filling?
Email us for an application & we
will send you all the delicious details:
shopaberdeennc@gmail.com





Cooperative Retail Promotion

Focuses on the
comparative aspects of
retailing



Cooperative Examples:



A close-up photograph of various plaid fabrics in shades of red, white, and black. A red banner is overlaid on the image, containing the text 'PLAID FRIDAY' and 'TAKING THE BLACK OUT OF BLACK'.

**PLAID
FRIDAY**

TAKING THE BLACK OUT OF BLACK

Plaid Friday: November 26, 2021

Black Friday associated with big box stores, Plaid Friday focuses on small, locally owned businesses: Plaid symbolizes the weaving together of a creative and diverse community of small businesses.

Use hashtag #plaidfriday on FB, Twitter and Instagram or any other social media.



Small Business Saturday: Cooperative Promotions

- November 27, 2021
- Free custom downloadable marketing materials
- Small Business Saturday 101
 - Don't have to accept American Express to Participate
 - You can personalize marketing materials to promote your business for Small Business Saturday even if you don't accept American Express® Cards.
 - If you do accept AMEX you can get some added Values
 - US Senate Officially Recognized the day
 - www.americanexpress.com

Downtown shops and restaurants are OPEN
Friday, July 3rd & Saturday, July 4th



JULY is Independent Retailer Month!
*Declare your independence from chains that bind you and shop local
 Independence Day weekend in Downtown Salisbury!*



Enter our Independence Day Selfie Contest!

While you shop be sure to take a fun, festive and creative selfie either with a store owner/employee or outside the shop with a bag from the store.

Post your selfie on Downtown Salisbury, Inc.'s Facebook by

Independent Retailer Month

CELEBRATE INDEPENDENT RETAIL




- Coordinate an “INDEPENDENTS’ DAY” Promotion featuring:
 - Independent business owners – “the people”
 - Their length of service in business
 - The history of their business and building
 - And the goods and services that they offer.

Cooperative: Downtown Dollars & Discount Cards





Strategy: The largest collection of Arts and Artisans in the county!

- **Action:** An evening of art, music, shopping and dining in Historic Downtown Statesville! The Art Crawl is a juried art exhibit that will showcase over 50 artists in different shops, galleries and businesses scattered throughout the heart of Downtown Statesville.

A row of bare feet of various sizes is planted in the sand on a beach. The feet are arranged in a line, receding into the background. The sand is light-colored and textured. The background is a clear, pale blue sky.

National Barefoot Day June:
www.holidayscalendar.com/months
<https://nationaldaycalendar.com>



National Dairy
Month: June

- <https://dairyspot.box.com/s/de9dib0q0q7i4h7ntsnpyysdti0t87lm>
- #WorldMilkDay



Café POTTERY
Paint Socially

BW BC

Drink. Paint. Socialize.
Save your space at BadWolf Brewery to come out and paint on pottery you can use!
Register on EventBrite.com by searching Cafe Pottery @ BadWolf Brewery
\$20 cash at the door
Event goes from 6-8pm
Every Third Thursday every month
Event is 21+ only.
Info.CafePottery@gmail.com

Benefits of Cross Promoting

- Benefits:
 - Quick, easy, effective
 - Less expensive
 - Win-Win for both parties
 - Both businesses can promote themselves simultaneously



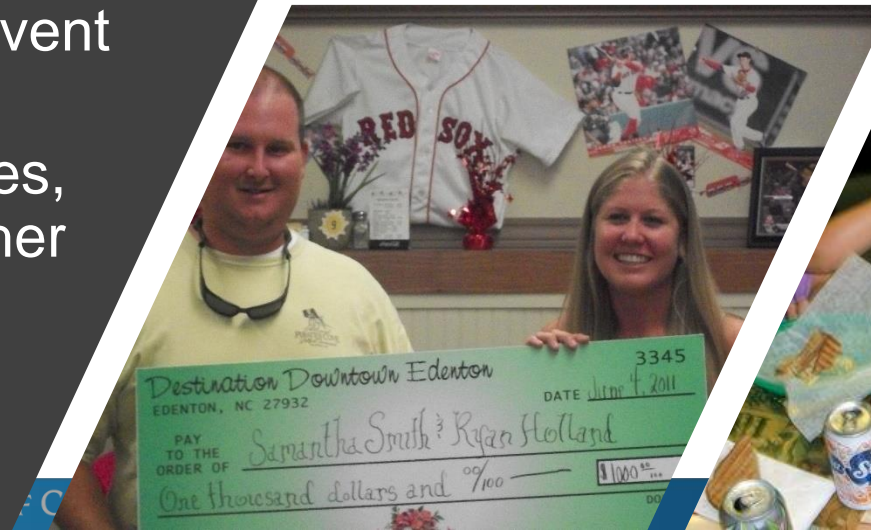
Examples of Cross Promotion:

- Restaurant sells select baked goods from downtown bakery
- Hotel gives 10% discount if you eat at a specific restaurant
- Purchase wedding dress from one venue get a discount from local bakery for the cake/a wedding photographer, etc.

Destination Downtown Edenton: Wedding Belles Campaign

Economic Development Strategy: Wedding Destination

- Event began: 2010
- Businesses that participate: 35
- Economic Impact : \$200-\$300K in sales
- DDE's role: execute & market the event
- Businesses: Caterers/Restaurants, wedding apparel, florists, event venues, travel agent photographer/videographer





- Focuses attention not on the product mix, but on the specific consumer group
- Targets a very specific audience

Niche Market Retail Promotions

Questions?

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